

WHAT IS CLAIMED IS:

- 1           1. A method of facilitating consumption of a consumable item, comprising:  
2           receiving a request for an executable consumption program, the request being  
3           received from a device associated with a consumption of the consumable item; and  
4           arranging for the device to receive the executable consumption program.
- 1           2. The method of claim 1, wherein said arranging comprises:  
2           transmitting the executable consumption program to the device.
- 1           3. The method of claim 2, further comprising:  
2           based on said transmitting, arranging for an exchange of payment with at least one  
3           of: (i) a customer, (ii) a provider, and (iii) a third party.
- 1           4. The method of claim 3, wherein the exchange of payment is performed via a  
2           payment identifier, the payment identifier being further associated with a payment in  
3           exchange for the consumable item.
- 1           5. The method of claim 2, wherein at least one of said receiving and said  
2           transmitting are performed via at least one of: (i) a wireless device, (ii) a Bluetooth  
3           device, (iii) a communication port, (iv) a storage device, (v) an optical device, (vi) a  
4           magnetic device, and (vii) a device adapted to detect a material.
- 1           6. The method of claim 2, wherein said receiving and transmitting are performed  
2           by one of: (i) the consumable item, (ii) a device associated with dispensing the  
3           consumable item, (iii) a package containing the consumable item, (iv) a medium storing

4 the consumable item, (v) a device attached to the consumable item, (vi) a device  
5 incorporated within the consumable item, and (vii) a device located in proximity with the  
6 consumable item.

1 7. The method of claim 1, wherein the request includes at least one of: (i) a  
2 requesting device identifier, (ii) a customer identifier, (iii) a consumable item provider  
3 identifier, (iv) a third party identifier, (v) a requested executable consumption program  
4 identifier, (vi) a current executable consumption program identifier, (vii) a payment  
5 identifier, and (viii) a consumable item identifier.

1 8. The method of claim 1, wherein the consumable item comprises at least one  
2 of: (i) fuel, (ii) bandwidth, (iii) entertainment information, (iv) executable information,  
3 (v) food, (vi) paper, (vii) electricity, and (viii) information storage capacity.

1 9. The method of claim 1, wherein the device comprises one of: (i) a device  
2 adapted to control a consumption of the consumable item, (ii) a device that consumes the  
3 consumable item, (iii) a device powered by the consumable item, (iv) a vehicle, (v) a  
4 device adapted to transform the consumable item, (vi) a medium for storing the  
5 consumable item, and (vii) a processor for executing or translating the consumable item.

1 10. The method of claim 1, wherein the executable consumption program is  
2 adapted to improve a consumption of the consumable item.

1 11. The method of claim 1, further comprising:  
2 selecting the executable consumption program based on at least one of: (i)  
3 information received from the device, (ii) information associated with the consumable  
4 item, and (iii) an ambient condition.

1           12. The method of claim 1, further comprising:  
2           adjusting the executable consumption program based on at least one of: (i)  
3           information received from the device, (ii) information associated with the consumable  
4           item, and (iii) an ambient condition.

1           13. The method of claim 1, further comprising:  
2           dispensing the consumable item.

1           14. The method of claim 1, further comprising:  
2           verifying that the device is authorized to receive the executable consumption  
3           program.

1           15. An apparatus, comprising:  
2           a processor; and  
3           a storage device in communication with said processor and storing instructions  
4           adapted to be executed by said processor to:  
5                 receive a request for an executable consumption program, the request  
6                 being received from a device associated with a consumption of a consumable  
7                 item; and  
8                 transmit the executable consumption program to the device.

1           16. The apparatus of claim 15, wherein said storage device further stores at least  
2           one of: (i) an executable consumption program database, (ii) an executable consumption  
3           program rule database, and (iii) a transaction database.

1           17. The apparatus of claim 15, further comprising:  
2           a communication device coupled to said processor and adapted to communicate  
3 with at least one of: (i) a remote information device, (ii) a device adapted to control a  
4 consumption of the consumable item, (iii) a device that consumes the consumable item,  
5 (iv) a device powered by the consumable item, (v) a vehicle, (vi) a device adapted to  
6 transform the consumable item, (vii) a medium for storing the consumable item, (viii) a  
7 processor for executing or translating the consumable item, and (ix) a payment device.

1           18. A medium storing instructions adapted to be executed by a processor to  
2 perform a method of facilitating consumption of a consumable item, said method  
3 comprising:  
4           receiving a request for an executable consumption program, the request being  
5 received from a device associated with a consumption of the consumable item; and  
6           transmitting the executable consumption program to the device.

1           19. A method of facilitating consumption of a consumable item, comprising:  
2           transmitting an executable consumption program request to a device associated  
3 with the consumable item; and  
4           receiving the executable consumption program.

1           20. The method of claim 19, wherein said transmitting and receiving are  
2 performed by one of: (i) a device adapted to control a consumption of the consumable  
3 item, (ii) a device that consumes the consumable item, (iii) a device powered by the  
4 consumable item, (iv) a vehicle, (v) a device adapted to transform the consumable item,  
5 (vi) a medium for storing the consumable item, and (vii) a processor for executing or  
6 translating the consumable item.

1           21. The method of claim 19, wherein the device comprises one of: (i) the  
2 consumable item, (ii) a device associated with dispensing the consumable item, (iii) a  
3 package containing the consumable item, (iv) a medium storing the consumable item, (v)  
4 a device attached to the consumable item, (vi) a device incorporated within the  
5 consumable item, and (vii) a device located in proximity with the consumable item.

1           22. The method of claim 19, further comprising:  
2           executing the executable consumption program.

1           23. The method of claim 19, further comprising:  
2           consuming the consumable item in accordance with the executable consumption  
3 program.

1           24. A method of facilitating consumption of a consumable item, comprising:  
2           receiving a consumable item along with an executable consumption program;  
3           executing the executable consumption program; and  
4           in response to said execution, receiving a supplemental consumable item.

1           25. The method of claim 24, wherein at least one of the consumable item and the  
2 supplemental consumable item comprises at least one of: (i) text information, (ii) audio  
3 information, (iii) image information, (iv) executable information, and (v) entertainment  
4 information.

1           26. The method of claim 24, wherein the consumable item comprises a first set of  
2 information and the supplemental consumable item comprises a second set of information  
3 associated with the first set.

1           27. The method of claim 24, wherein the supplemental consumable item  
2 comprises supplemental information, and the executable consumption program enables  
3 encrypted supplemental information to be retrieved via a communication network.

1           28. The method of claim 27, wherein the executable consumption program  
2 further enables the encrypted supplemental information to be decrypted.

1           29. The method of claim 24, wherein the consumable item comprises a first type  
2 of item and the supplemental consumable item comprises a second type of item.

1           30. The method of claim 29, wherein the consumable item comprises a storage  
2 item and the supplemental consumable item comprises information to be stored via the  
3 storage item.

1           31. A consumable item, comprising:  
2 a consumable portion; and  
3 an executable consumption program portion, the executable consumption program  
4 portion comprising a medium storing an executable consumption program, the executable  
5 consumption program being associated with the exchange of a supplemental consumable  
6 item.